

FROM I.B.S.

For Release: immediately

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THE NEW VOICE OF COLLEGE RADIO!!!

We now have a new voice, a powerful voice, but most important, it's your voice! Starting this month the Intercollegiate Broadcasting System is publishing an all new magazine called

"College Radio"

"College Radio" will be a 24-page wonder covering every aspect of our industry. Our circulation will be approximately 2,000 and will cover stations, record companies, ad agencies, networks and publications. This magazine will show college radio in action!

Every month there will be articles about all phases of our industry—programming, station management, engineering, business and sales. Regular features will cover national news, station news and personnel changes.

You can help!! Send us pictures of yourselves and your stations (preferably 8 x 10 action shots). Write about new occurrences, personnel changes, but most important, send us YOUR IDEAS! We will place you in the national eye.

You will receive more records. More advertisers will buy your station, and your school will give greater recognition to your work. I.B.S. stands ready to serve you!

Sincerely,

Fritz Kass
Publisher

P.S. Drop me a line. I want to hear what you have to say.

FOR STATION EXECUTIVES